

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Kazuhiro ISHIDA

Title: ADVERTISEMENT SYSTEM  
AND ADVERTISEMENT  
DISPLAY METHOD

Appl. No.: 10/077,765

Filing Date: 02/20/2002

Examiner: Alvarez, Raquel

Art Unit: 3688

Confirmation 3462

Number:

**SUPPLEMENTAL AMENDMENT AND REPLY UNDER 37 CFR 1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is a supplemental reply to the Final Office Action dated July 13, 2010, concerning the above-referenced patent application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks/Arguments** begin on page 8 of this document.

Please amend the application as follows: